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Vendor:IBM

Exam Code:P2080-099

Exam Name:IBM Coremetrics Technical Mastery Test
v1

Version:Demo

QUESTION 1

What is a report segment?

- A. A filter that limits the rows in a report to just those matching the specified column and/or metric criteria.
- B. A filter that limits the report to only data associated with visitor sessions that match the criteria.
- C. A saved report view.
- D. A chart type.

Correct Answer: B

QUESTION 2

How many cookies are created and used by Intelligent Offer?

- A. 1 session cookie
- B. 1 permanent cookie
- C. No cookies get used.
- D. 1 session and 1 permanent cookie

Correct Answer: D

QUESTION 3

In the simplest possible standard tagging scenario, how many Javascript libraries are included on a page?

- A. 1
- B. 2
- C. None
- D. 4

Correct Answer: A

QUESTION 4

How many dashboard modules are available to measure lift from recommendations?

- A. 2
- B. 8

C. 4

D. More than 10

Correct Answer: C

QUESTION 5

Which of the following Coremetrics applications support retargeting (importing visitor segment definitions) with LIVEmail?

A. Coremetrics Explore

B. Coremetrics Social

C. Coremetrics Intelligent Offer

D. None of the above.

Correct Answer: A

QUESTION 6

Which of the following companies are currently supported Partners and appear in the ESP Partners list in LIVEmail?

A. Responsys

B. Silverpop

C. Experian CheetahMail

D. All of the above.

Correct Answer: D

QUESTION 7

Which of these languages does Coremetrics not currently support?

A. Spanish

B. German

C. Korean

D. French

Correct Answer: C

QUESTION 8

Are loops allowed in a CDF file?

- A. Yes
- B. No
- C. Yes, but only if less than 10 of them.
- D. Yes, but only 2 levels up.

Correct Answer: B

QUESTION 9

Which of the following is NOT an optional Explore module?

- A. Impression Attribution
- B. Multi-Channel
- C. Profile
- D. Lifecycle

Correct Answer: C

QUESTION 10

What types of Data Collection opt-outs does Coremetrics offer?

- A. Total opt-out.
- B. Anonymous opt-out.
- C. Anonymous opt-out and Total opt-out.
- D. No opt-out option is offered.

Correct Answer: C

QUESTION 11

How many Attributes are supported on the Pageview Tag?

- A. 0
- B. 50
- C. 15

D. 10

Correct Answer: B

QUESTION 12

When using API, in which of the following formats can clients gain access to most reports (including views with saved filters and segments)?

- A. CSV Only
- B. XML Only
- C. XLS Only
- D. XML, JSON, XLS, or CSV

Correct Answer: D

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